COURSE STRUCTURE FOR BBA

FIFTH SEMESTER

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| A. | |  | THEORY | | | | |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | CODE | |  |  |  | THEORY |  | CONTACTS | | |  |  |
| SL. |  |  |  |  |  |  |  |  | (PERIODS/WEEK) | | | | CREDITS |
| NO. |  |  |  |  |  |  |  | L | T | P |  | TOT |  |
|  |  |  |  |  |  |  |  |  |  |  |  | AL |  |
| 1 |  | BBA 501 | |  | Materials Management | | | 3 | 1 |  |  | 4 | 4 |
|  |  |  | |  |  | |  |  |  |  |  |  |  |
| 2 |  | BBH 502 | |  | Cultural Heritage of India | | | 4 |  |  |  | 4 | 4 |
|  |  |  | |  |  | |  |  |  |  |  |  |  |
| 3 |  | BBA 503 | |  | Human Resource Planning | | | 3 | 1 |  |  | 4 | 4 |
|  |  |  | |  |  | |  |  |  |  |  |  |  |
| 4 |  | BBA 504 | |  | Production Management | | | 3 | 1 |  |  | 4 | 4 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  | Total of Theory |  |  |  |  | 16 | 16 |
|  | |  |  | | | | |  |  |  |  |  |  |
| B. | |  | SESSIONALS | | | |  |  |  |  |  |  |  |
|  |  |  | |  |  | | |  |  |  |  |  |  |
| 1 |  | BBA 598 | |  | Summer Training Evaluation | | |  |  |  |  |  | 2 |
|  |  |  | |  |  | | |  |  |  |  |  |  |
| 2 |  | BBA 596 | |  | Project Evaluation | | |  |  |  |  | 4 | 2 |
|  |  |  |  |  |  |  | |  |  |  |  |  |  |
|  |  |  |  |  |  | Total of Sessionals | |  |  |  |  | 4 | 4 |
|  |  |  |  |  | | | |  |  |  |  |  |  |
|  |  |  |  | Total of Semester | | | |  |  | 20 |  |  | 20 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

**Course Description**

**Title of Course: Materials Management**

**Course Code: BBA501**

**L-T Scheme: 3-1 Course Credits: 4**

**Unit 1 Introduction:** Materials Management Concepts & importance; Need for Materials Management;Profit Center Concept Purchasing: main objectives

Aspects of purchasing i) Technical ii) Commercial iii) Ethical iv) Legal 5Rs of purchasing Materials Management: - Techniques and procedures.

**Unit 2** Capital Good b) Spares, Consumables, Components, etc. Project Buying and related aspects.

Vendor rating and source locationMake or Buy decisions.

Stores Management: objectives, functions, importance, Stores location, layout methods of storing, identification, codification, verification, materials storing and handling equipment.

**Unit 3** Receipt, custody and issue of materials, inspection and quality control, Valuation of Stock. Inventory Management: What is Inventory Management? Basic functions, relevant costs. Behavior of cost in relation to level of inventory, bad time, safety stock, other points and service levels, optimal order quantity, assumptions of EOQ formula. Fixed order and fixed period inventory System.

**Unit 4** ABC and other classifications of materials, VED analysis, combination of ABC and VED analysis.

**Unit5** Materials Requirement Planning (MRP): Drawbacks of service levels and safety stock computations, Materials Requirement Planning, MRP calculations, Handling uncertainties. Concept of Value Engineering and Just-in-time (JIT)Computerization and Materials Management

**Books:**

1.Purchasing & Materials Mgmt., Gopala Krishnan , TMH

2.Materials & Logistics Management, L.C.Lhamb.EPH.

3.Moderrnization Of Material Management. L.C.Jhamb. EPH.

4.Inventory Management. L.C.Jhamb. EPH.

5.Purchase Management, L.C.Jhamb. EPH.

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

**Course Description**

**Course Name: Human Resource Planning**

**Course Code: BBA503 Course Credit-4**

**L-T: 3-1**

**Course Objectives:**

Explain theory and application of human resource development and planning as a process

for managing the employment relationship.

Describe the broad range of influences acting on human resource development.

Describe and discuss the challenges and difficulties in human resource planning.

**Learning Outcomes:**

Students are given sufficient insight about the topic during this course and were asked to work on real life

situations in corporate world, Face the troubles/difficulties and find the amicable solution with the aids of

case studies and discussions on various business models.

**Course Contents:**

Module – I (20 hrs)

1. **Basics in HR Planning** – Macro Level Scenario of HRP, Concepts and Process of HRP, Considerations – Technology, Finance, Product Demand. [4L]
2. **Methods and Techniques** – Demand Forecasting : Managerial Estimates, Trend Analysis, Utilization Analysis : Work Study, Job Analysis, Supply Forecasting : Inventory Analysis, Wastage Analysis, Markov Analysis, Balancing Supply & Demand, Issues of Shortage and Surplus. [10L]

|  |  |  |
| --- | --- | --- |
|  |  |  |
| 3. | **Human Resource Information System (HRIS) -** Concept and Procedures | [4 L] |
| 4. | **Strategic HRP –** Planning, Tools and Evaluation | [2L] |

**Module – II (20 hrs)**

1. **5. Job Analysis & Job Evaluation** – Job Analysis - Concepts, Process, Job Description, Job Specification, Uses, Limitations; Job Evaluations – Concepts, Methods, Limitations [6L]

|  |  |  |
| --- | --- | --- |
|  |  |  |
| 6. | **Measurements of HR Planning** – HR Audit, HR Accounting | [4 L] |

1. **7. HR Plan – Implementation Strategies** – Recruitment, Redeployment, Redundancy, Retention, Productivity Plan, Training Plan, Career Plan, Succession Plan, Compensation Plan. [6L]

|  |  |  |
| --- | --- | --- |
|  |  |  |
| 8. | **Case Studies on HR Planning** | [4L] |

**Books:**

1. Bennison, M. & Casson, J. : The Manpower Planning Handbook, McGraw Hill.
2. Bell, D. J. : Planning Corporate Manpower, Longman.
3. Bohlander, G., Snell, S., Shermen, A. : Managing Human Resources, Thomson.
4. Mellow, Jeffrey A. : Strategic Human Resource Management, Thomson
5. Pettman, B. O. & Taverneir, G. : Manpower Planning Workbook, Gower.
6. Walker, J. W. : Human Resource Planning, McGraw Hill.

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

**Course Description**

**Course Name: Productions Management**

**Course Code: BBA504 Course Credit-4**

**L-T: 3-1**

**Course Objectives:**

1. State the fundamental concepts of operations management
2. Exhibit the skills of forecast, design, develop strategic and control plan for operations of B2B and B2C products
3. Forecast, design , develop strategic and control plan for operations of B2B and B2C products.

**Course Outcome:**

|  |
| --- |
| At the end of the course, the student will be able to |
| 1. Analyze contemporary theory and applications of manufacturing or service operations in a global business environment |
| 1. Evaluate the interaction between operations management and other business functions |
| 1. Describe the value chain and the use of current management theories and tools |
| 1. Explain the key performance measures of operations |

**Unit I**  8 Hours

The production function and its inter relation with other function within an organization. Plant location and layout- Factors affecting location, cost factors in location, plant layout principles, specific layout for different products, space requirement.

**Unit II**

Organization of Physical facilities- building, sanitation lighting, air conditioning, safety, etc. Production Planning and control- Objectives and concepts, capacity planning, production planning, controlling, scheduling, routing.

**Unit III**

Materials Management - Purchasing, inventory Management - material handling principles- economic considerations, criteria for a selection of materials handling equipment codification standardization, inventory controls.

**Unit IV**

Maintenance Management - Types of maintenance, Breakdown, Preventive Routine-relative advantages, condition monitoring, spares planning and control, maintenance scheduling.

Work-study, methods study, time and motion study, charts and diagrams work measurement.

Productivity: What is productivity, Different input and productivity measures, Multifactor productivity, Efficiency and Effectiveness, Quantity orientation, Measures to increase

productivity.

**Unit V**

Human aspects of productivity- motivation, morale, discipline, resistance to change incentives.

Quality Management: What is Quality, Quality as a corporate strategy, statistical methods, SPC control charts, acceptance sampling, Total Quality Management (TQM). Quality circles cost of Quality, Taguchi philosophy, Design of experiments (DOE) Ishikawa Diagram. Quality function Deployment (QFD), Kaizen, Deeming cycle. ISO 9000 and ISO 14000.

**Suggested Readings**

1. Bedi – Production and Operations Management (2nd edition); Oxford University Press Buffa, E. S. and Sarin, R. K. – Modern Production /Operations Management;
2. John Wiley Chary, S.N. – Production and Operations Management (3rd edition); TMH Chase, Jacobs, Aquilano and Agarwal – Operations Management for Competitive Advantage (11th edition); TMH Dutta – Materials Management; PHI
3. Evans and Lindsay – The Management and Control of Quality (6th edition); Cenage Learning Gaither and Frazier – Operations Management (9th edition); Thomson Learning Gopalakrishnan and Sundaresan – Materials Management: An Integrated Approach; TMH Hansen and Ghare – Quality Control and Applications; PHI
4. Krajewski, Ritzman and Malhotra – Operations Management (8th edition); Pearson Education
5. Mahadevan – Operations Management; Pearson Education

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

**Course Description**

**Title of Course:** Cultural Heritage of India

**Course Code:** BBH 502

**L-T Scheme: 3-1 Course Credits: 4**

**Objective of the Course:**

1. To introduce students to modern Indian culture through its Literature & the cultural concepts of its religions & history of colonization.
2. To encourage students to identify similarities & differences in Indian Culture with their own cultural experiences & speculate on the reasons why these similarities & differences occur.

**Syllabus:**

**Unit 1 Ecotourism Resources & protected areas:**

Definitions-explain the term ecotourism, importance of ecotourism, Resources-identify three different categories of resources- natural, built, cultural/heritage ecotourism events.

**Unit 2 List the different types of natural resources,** eg. : Wildlife, water, vegetation, flora & fauna, climate, landscapes, Name the different types of built cultural resources: industrial heritage, ancient monuments, religious buildings, identify the different types of ecotourism event resources: sports, historical, cultural, commercial. Protected areas:

Identify categories of protected area- national parks, reefs, beaches, vegetation, and wildlife, explain the role of protected areas- control deterioration, protect local culture, protect heritage sites, education, and enable scientific research.

**Unit 3 Economic & Social Benefits:** Candidates must be able to:Community Involvement- Identify ways in which the community could be involved in developing ecotourism products eg:- policy making, developing partnerships, local knowledge, give consent, providing entertainment, handicrafts, souvenirs, educating. Employment-describe how ecotourism provides employment eg:- guiding, entertainment, hostels/ restaurants, local tour operators, suppliers, educating, local skills/crafts, policing.

**Unit 4 Economic gain**- identify ways in which ecotourism enables economic gain eg:- tourist purchases, direct & indirect employment , foreign exchange.

**Unit 5 Social Benefits**- describe how ecotourism provides social benefits eg:-stronger community focus, variety of employment, opportunities, improved transport & services, improved infrastructure, improved facility, counters poverty, new leisure opportunities. consent, providing entertainment, handicrafts, souvenirs, educating. Employment-describe how ecotourism provides employment eg:- guiding, entertainment, hostels/ restaurants, local tour operators, suppliers, educating, local skills/crafts, policing.

**Unit 6** Economic gain- identify ways in which ecotourism enables economic gain eg:- tourist purchases, direct & indirect employment , foreign exchange.

**Unit 7** Social Benefits- describe how ecotourism provides social benefits eg:-stronger community focus, variety of employment, opportunities, improved transport & services, improved infrastructure, improved facility, counters poverty, new leisure opportunities.

**Suggested Readings**

1. Krajewski, Ritzman and Malhotra – Operations Management (8th edition); Pearson Education
2. Mahadevan – Operations Management; Pearson Education consent, providing entertainment, handicrafts, souvenirs, educating. Employment-describe how ecotourism provides employment eg:- guiding, entertainment, hostels/ restaurants, local tour operators, suppliers, educating, local skills/crafts, policing.

Economic gain- identify ways in which ecotourism enables economic gain eg:- tourist purchases, direct & indirect employment , foreign exchange.

Social Benefits- describe how ecotourism provides social benefits eg:-stronger community focus, variety of employment, opportunities, improved transport & services, improved infrastructure, improved facility, counters poverty, new leisure opportunities.

COURSE STRUCTURE FOR BBA

SIXTH SEMESTER

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **A.** | |  | | **THEORY** | | | | |  | | | | |  | |  | |  | |  | |  | | |  |
|  |  |  | |  |  | |  | |  |  | | | |  | |  | |  | |  | |  | | |  |
|  |  | **CODE** | | |  | |  | | | |  | **THEORY** | |  | | | **CONTACTS** | | | | | |  | |  |
| **SL.** |  |  |  | |  | |  |  | |  | | | |  | | **(PERIODS/WEEK)** | | | | | | | | | **CREDITS** |
| **NO.** |  |  |  | |  | |  |  | |  | | | | **L** | | **T** | | **P** | |  | | **TOT** | | |  |
|  |  |  |  | |  | |  |  | |  | | | |  | |  | |  | |  | | **AL** | | |  |
| **1** |  |  | **BBA 601** | |  | **Advertising & Sales Promotion** | | | | | | | | **4** | |  | |  | |  | | **4** | | | **4** |
|  |  |  |  | |  | | | | | |  |  |  | |  | | | |  | |  | |  |  | |
| **2** |  |  | **BBA 602** | |  | **Project and Total Quality Management** | | | | | | | | **4** | |  | |  | |  | | **4** | | | **4** |
|  |  |  |  | |  |  | | | |  | | | |  | |  | |  | |  | |  | | |  |
| **3** |  |  | **BBA 603** | |  | **Human Resource Development** | | | | | | | | **4** | |  | |  | |  | | **4** | | | **4** |
|  |  |  |  | |  |  | | | |  | | | |  | |  | |  | |  | |  | | |  |
| **4** |  |  | **BBA 604** | |  | **International Finance** | | | | | | | | **4** | |  | |  | |  | | **4** | | | **4** |
|  |  |  |  | |  | |  |  | | | | | |  | |  | |  | |  | |  | | |  |
|  |  |  |  | |  | |  | **Total of Theory** | | | | | |  | |  | |  | |  | | **16** | | | **16** |
|  | |  |  | | | | | | | |  | | |  | |  | |  | |  | |  | | |  |
| **B.** | |  | **SESSIONALS** | | | | | |  | |  | | |  | |  | |  | |  | |  | | |  |
|  |  |  | | |  | | | | | | | | |  | |  | |  | |  | |  | | |  |
| **1** |  | **BBA 691** | | | **Comprehensive Viva Voce** | | | | | | | | |  | |  | |  | |  | |  | | | **1.5** |
|  |  |  | | |  | | | | | | | | |  | |  | |  | |  | |  | | |  |
| **2** |  | **BBA 692** | | | **Institutional Participation** | | | | | | | | |  | |  | |  | |  | |  | | | **1.5** |
|  |  |  | | |  | | | | | | | | |  | |  | |  | |  | |  | | |  |
| **3** |  | **BBA 696** | | | **Major Project on Specialized Area** | | | | | | | | |  | |  | | **12** | |  | | **12** | | | **2** |
|  |  |  | | |  | | | | | | | | |  | |  | |  | |  | |  | | |  |
| **4** |  | **BBA 697** | | | **Defense of Project** | | | | | | | | |  | |  | |  | |  | |  | | | **2** |
|  |  |  | |  |  | |  | |  | |  | | |  | |  | |  | |  | |  | | |  |

**UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

**Course Description**

**Title of Course: Advertising & Sales Promotion**

**Course Code: BBA601**

**L-T Scheme: 3-1 Course Credits: 4**

**Course Objectives:**

The subject is designed to familiarize students with the fundamentals of advertising and promotions, the marketing communications process and the role and importance of communications as an activity in the marketing mix. It will enable students to understand the organization and process of advertising and promotions communications activities, including creative and media planning and strategy, and the other promotional elements in the communications mix. These include direct marketing communications, sales promotions, public relations and publicity, as well as personal selling.

The course has two main objectives:

• To familiarize students with the major concepts in advertising and promotions

• To integrate these concepts into a framework which can be applied to effective communication planning and strategy?

• To integrate these concepts into a framework which can be applied to effective communication planning and strategy?

**Course Outcomes:**

By the completion of the course students should:

• understand the communication objectives behind advertising and promotions;

• understand the various communication elements in the communications mix;

• understand the relationships between marketers and communication agencies;

• understand communications objectives setting, budgeting and remuneration;

• appreciate the role of consumer insights/research in communications design;

• understand the advertising and promotions strategies and tactics utilized by communications agencies;

• understand advertising and promotions ethical, regulatory and legal issues;

• critically analyze current and past advertising and promotions campaigns; and

• develop skills in selecting and integrating particular elements to create effective communication campaigns.

**Course Content:**

**Unit 1:** Advertising: Objectives, task and process, market segmentation and target audience – image analysis. Assessing communication objectives, Message design. Personal and non-personal communication. Channel.

**Unit 2:** Mass media, selection, planning and scheduling, Integrated programme and budget planning Implementing the programme coordination and control, Advertising agencies, organization and operation.

**Unit 3:** Sales promotion :Introduction, correlation between promotion expenditure & sales generation. Pull-Push strategy. Elements of promotion mix, a planning framework of promotion strategy.

**Unit 4:** Decision sequence analysis for promotional planning, Managing Sales promotion, Managing consumer promotions Managing Trade promotion, Managing sales force promotion, Managing promotion in service marketing. Measuring performance of sales promotion. Public Relation. Role of Public Relations.

Books:

1. Advertising & Sales Promotion, Kajmi & Batra, EXCEL BOOKS
2. Advertising & Promotion, Belch, TMH
3. Advertising Management, U.C.Mathur, New Age International
4. Advertising Management.M.V.Kulkarni.EPH.
5. Sales Management. M.V.Kulkarni.EPH.

**UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

**Course Description**

**Title of Course: Project and Total Quality Management**

**Course Code: BBA602**

**L-T Scheme: 3-1 Course Credits: 4**

**Course Objectives:**

The objectives of this course is to introduce the main principles of business and social excellence, to generate knowledge and skills of students to use models of projects and quality management methodology for the implementation of quality management in any sphere of business and public sector.

**Course Outcomes:**

At the end of the course students should:

• know business excellence models and be able assess organization’s performance making reference to their criteria;

• know the principles of total quality management and peculiarities of their implementation;

• be able to use quality management methods analyzing and solving problems of organization;

• know prerequisites of evolution of total quality management and significance of quality gurus’ works to the management of modern organizations.\

**Course Content:**

**Unit 1:** Project Management: An over view, its objectives and need. Types of Project Small and Large Projects. Knowledge Areas for managing projects.

**Unit 2:** Project Management Process; Project Phases – Concept. Organization Operation and Completion

PERT/CPM –

1. Basis of making network
2. PERT and Time
3. Activity costs and contracting the networks
4. Resource Limitations – Smoothing and Leveling
5. Use of Computer for Project PERT/CPM
6. Line of Balance Technique

**Unit 3:** Quality Management: What is Quality, Quality as a corporate strategy, statistical methods statistical process control, and control charts. Acceptances sampling. Acceptance sampling plan concept of Average Outgoing Quality Limit (AOQL)

**Unit 4:** Total Quality Management (TQM); Quality circles; Cost of Quality; Taguchi Philosophy; Design of Experiments (DOE); Ishikawa Diagram; Quality Function Deployment (QFD); Kaizen, Deminig’s cycle.; ISO 9000; ISO 14000

Introduction to:

1. Just-in-time Production
2. Human Engineering
3. Workplace Management
4. Value Engineering
5. Service orientation and customer focus
6. Bench marking
7. Business Process Reengineering (BPR)

Books:

1.Operation Mgmt., Chase, TMH

2.Manufacturing And Operations Management, L.C.Jhamb.EPH.

3.Project Management, K.Nagarajan, New Age International

**UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

**Course Description**

**Title of Course: Human Resource Development**

**Course Code: BBA603**

**L-T Scheme: 3-1 Course Credits: 4**

**Course Objectives:**

The objective of this course to explain meaning and importance of HRD functions and its scope on industry. The nature of changes in the industry by training, performance appraisal, OD intervention along with management of quality and productivity in HR and business reengineering.

**Course Outcome**: This course equips the students at post graduate level such a way that they are ready to face business world in terms of human recourses development. During this course, Students would learn about the organization development and employee’s development and find the ways and means to improve that.

**Course Content**

**Unit 1:** Introduction: What are Human Resource Development (HRD), Role and objectives of HRD.Training and development: What is Education, training and development. Importance and benefits of training, needs and objectives of training, a system concept of training. Training and learning, principles of learning, types of training. Training methods and techniques. How to improve, effectiveness of training programmes by applying learning principles. Behavioral skills and profile of a trainer. Evaluation of training programmes. Measurement of effectiveness of training.

**Unit 2:** Performance Appraisal: What is performance Appraisal, objectives of performance appraisal. Approaches to performance Appraisal, Ethics of Appraisal, Methods / Techniques of performance Appraisal, Limitations or shortcomings of Performance Appraisal

**Unit 3:** Employee Motivation: Meaning of motivation, motivation and Behavior. Motivation and Frustration, importance of frustration in industry, Theories of motivation. Work Motivation Approaches. Critical appreciation of Vroom’s Model. Employee Morale, Attitudes and Job satisfaction: Meaning and importance of Morale, factors in Morale. Attitudes – Definition and meaning, components and functions of Attitude Formation, Attitude change, Measurement of Attitudes. Job satisfaction Job satisfaction and job behavior, Measurement of Job satisfaction.

**Unit 4:** Employee communication and counseling: Definition of communication. Purpose of communication, Effects of poor communication, How to communicate effectively. Employee counseling, counseling purpose and objectives, counseling methods / Techniques.

**Unit 5:** Stress Management: Meaning of stress, some of stress at work “Job Stress”. Consequences and manifestations of stress, Abnormal reaction to stress, How to overcomes stress, coping strategies for stress.

Changing Global Scenario challenges to Human Resource Management. Developmental’ role of HRM, HRM issues and concerns in future. Quest for Proactive HR

**UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

**Course Description**

**Title of Course: International Finance**

**Course Code: BBA604**

**L-T Scheme: 3-1 Course Credits: 4**

**Course Objectives**

The purpose of this module is to provide students with an understanding of international finance. The objective of this course is, therefore, to equip the financial manager with the theoretical background to know international operations.

**Course Learning Outcomes**

By the end of the course, you should be able to:  
1. Understand international capital and foreign exchange market  
2. Identify and appraise investment opportunities in the international environment  
3. Identify risk relating to exchange rate fluctuations and develop strategies to deal with them  
4. Identify and evaluate foreign direct investment and international acquisition opportunities

**Unit 1:** Financial Management in a global context. Objectives of the Firm and the Impact of risk, The nature and measurement of exposure and risk.

**Unit 2:** The Balance of Payments ,The International Monetary System, Global Financial Markets & Interest rates, The Foreign Exchange Market , Forwards, Swaps and interest parity, Currency and Interest, Rules Future, Currency options

**Unit 3:** Exchange Rule Determination and Forecasting, Corporate Exposures Management Policy Hedging, Speculation and Management of transactions.

**Unit 4:** Management of Interest Rule Exposure, Financial Swaps, International Equity Investment , Long-Term Borrowing in the Global Capital Markets. International Project Appraisal.

Books:

1.International Financial Markets and India, H.R.Machiraju, New Age International

2.International Financial Mgmt.,Madhu Vig, EXCEL BOOKS